

Presented by Lee Frederiksen, Ph.D.

# Becoming a Visible Expert



The Social Shake-Up  
May 22-24, 2017 | Atlanta

[www.socialshakeupshow.com](http://www.socialshakeupshow.com)

#shakeupshow

@LeeFrederiksen

# Hinge Blogging Changes

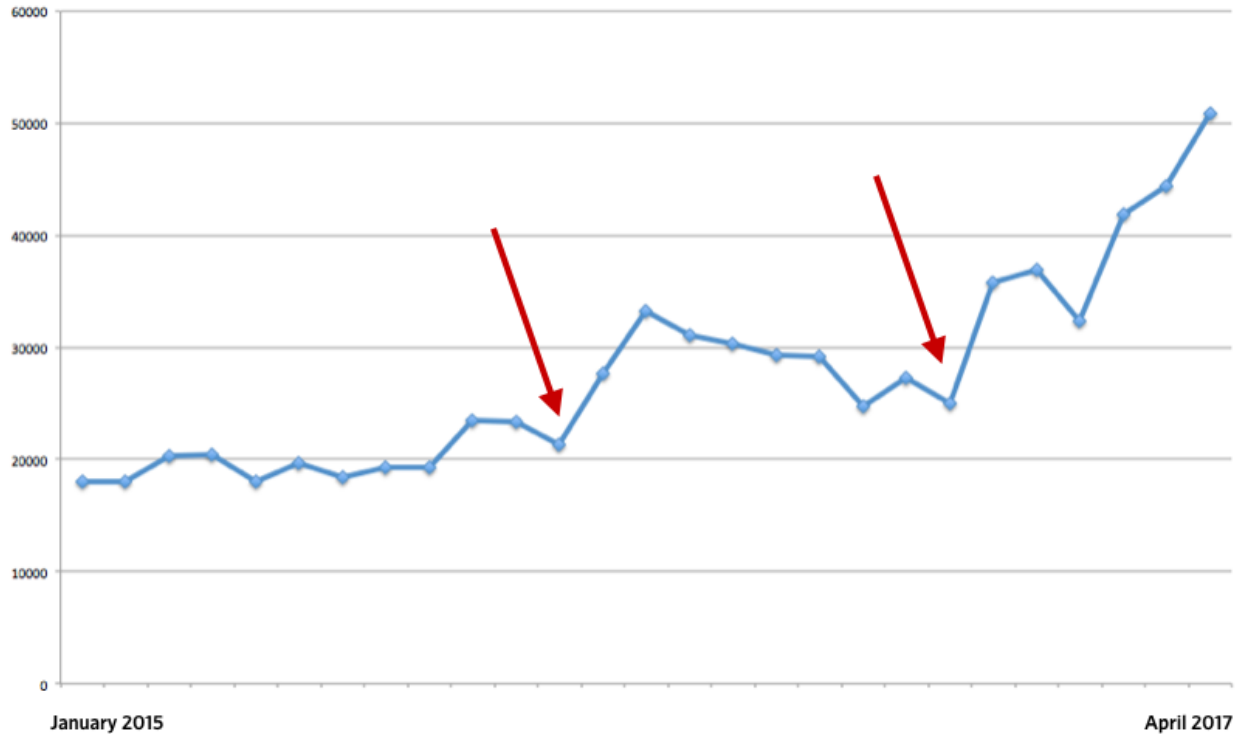
	<b>Before</b>	<b>After</b>
<b>Posts per Week</b>	5	<b>3</b>
<b>Promotion per Week</b>	1	<b>5</b>
<b>Post Length</b>	800-1,000 words	<b>800-1,000 words PLUS 2,500-3,000 words</b>
<b>Focus</b>	Be helpful	<b>User Intent</b>
<b>Republish</b>	Seldom	<b>Regular</b>
<b>Video</b>	Rarely	<b>Weekly</b>

---

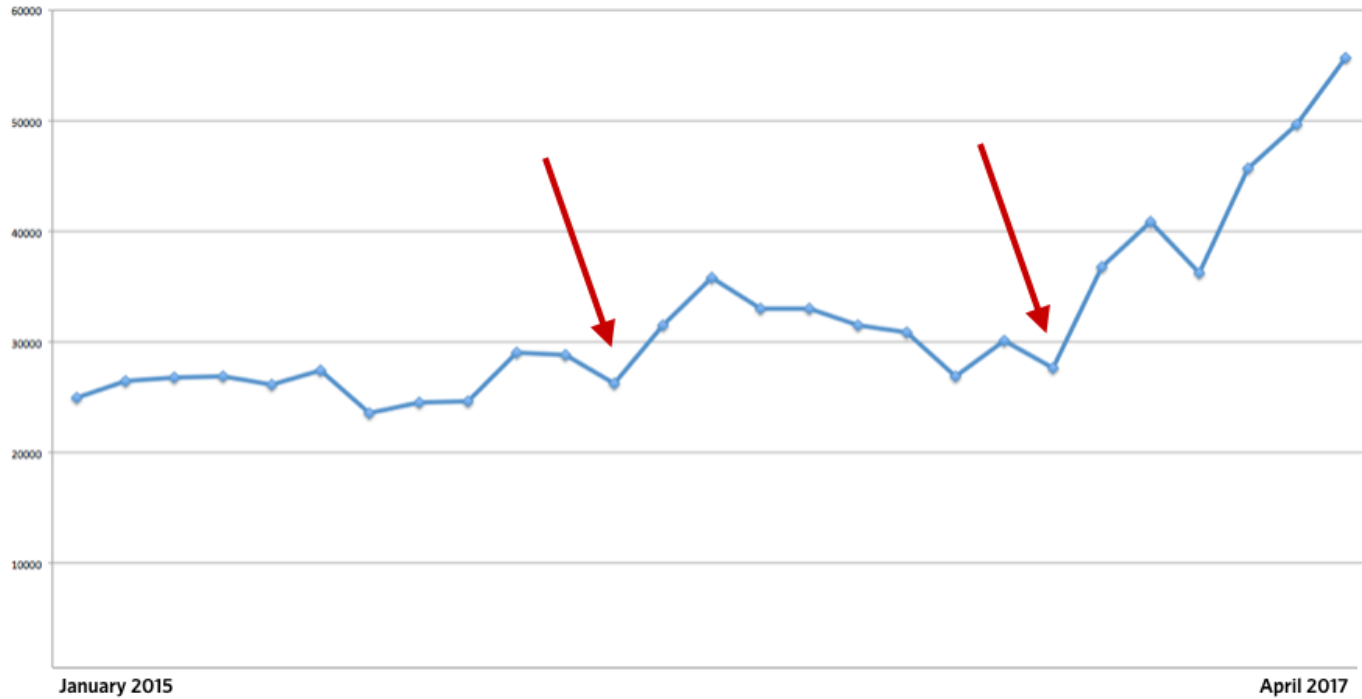
## Think Brand

**Brand = Reputation x Visibility**

# Expertise Index



# Visibility Index



# Key Takeaways

---

- User intent is a key driver
- Longer, quality posts outpull shorter posts
- Persistent promotion is required

# Thank you

